

# BERLINiB

September October November December  
2019/c

gold: why  
& how

fw19  
moods

high heels  
in bohemian  
Kreuzberg



Cover model for our BERLiNiB 2019/C issue is Maya Melita, photo by A.Tacoma {see article "FW19 MOODS"}

## 2019/C BERLiNiB



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When we make a magazine, we start the layout from scratch and add the tag, "TEST OF LAYOUT" in a blue note on the left side of this editorial page. This is naturally and gradually transformed into our own magazine. We replace every one of the earlier test images (which are all documented at @berlinib) with images from our own original shoots. The idea behind this method is that we want only the best inspiration for our magazine, so we choose images from our favourite sources, such as Vogue, Numero, Harper's Bazaar and Elle Magazine, to light up our pages with images that inspire us as we work to create our own fully original publication.

Each issue is developed in this way, and at the time of publication (visit our website for publication times) all content is our own. Only then will the "PUBLISHED" stamp appear on the left of this page.

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Talented folks and fashionistas who wish to work with us: Please contact us at [berlinib@aol.com](mailto:berlinib@aol.com) or DM

on Instagram. We are always open to hearing from models, writers, photographers, stylists, make-up

artists, set designers, fashion designers, advertisers, and other enthusiastic creatives who wish to contribute.

As a new magazine, we have decided to go exclusively 'digital'. With top of the line equipment and the great taste and creative skills of our contributors, we create

excellent results within this frame.

**Aristo Tacoma** {the editor of BERLiNiB; often photographer and stylist for it as well} BERLiNiB is available for free as quality PDFs at [berlinib.com](http://berlinib.com).



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This, the 2019/C, is only the third issue of BERLiNiB. While we had a few ads in the first two issues, our initial aim was to build up quality content and allow readers to access the magazine through our Instagram account. In this issue, the

2019/C, we are giving ads a pause, and instead have some more editorials. This paves the way for inclusion of gradually more, carefully selected, high-quality ads that complement a fashion magazine, starting with our 2020/A publication. Our long-term aim is to dedicate up to 55 pages, or approx. half the magazines, to advertisements at fixed prices, which are set to make them accessible to companies that wish to advertise in our magazine. Brands can contact us to sponsor editorials (and will be mentioned in the ed.).

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in this  
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page 50

# Peaks of fw19/20 fashion

inspired by some  
fw19/20 men's collections

Alexander McQueen



Balenciaga

By BERLiNiB Illustrator  
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# Twelve trends in FW2019/2020 fashion

**Comments on the new clothes, shoes, styles and also values of some leading fashion labels and designers**

By Nathalie Sophia,  
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## .1. Planet protection & our second skin

Ethical consumption is surging in importance throughout the fashion world, as more people consider protection of planet Earth's trees, air and water, and the negative impact of deforestation and overuse of plastic in our everyday activities. Almost every one of the trends we pinpoint here can be discussed also from this perspective, but it is not the whole story and the implications of environmentalism are not always clear-cut or unambiguous. For instance, following the uproar of animal-rights groups against fur and leather clothing, many designers began using faux leather, but some have stubbornly defended use of real leather on the premise that most faux leather is essentially plastic-based, and the last thing we want is extra plastic to pollute the planet. Either way, a second skin in the form of some kind of leather is a core fashion trait in

FW2019/2020, and leather can be moulded to suit a range of styles and seasons. The looks range from feminine head-to-toe leather—Chanel and Alexander McQueen—through to more unisex styles from Sies Marjan and the more masculine biker vibes of Bottega Veneta.

## .2. Color me grey

Kim Jones collection for Dior's Menswear Pre-Fall 2019 suggested that grey is this season's new black, and rightly so. For instance, Acne Studios and Dries van Noten show how different shades of grey can be adapted into the autumn wardrobe in a novel way. A quality woolen coat in grey captures this element, and is surely a go-to wardrobe item in every season.

## .3. Tall platform heels

Whether or not we like platform heels, Stella McCartney, Versace, Saint Laurent and other

designer labels are presenting tall platform heels as this season's shoe of choice. Add the support of Chanel's FW19 collection, and the debate is settled: Platform heels are in trend.

## .4. Shine bright

Glitter, metallics, shine and sparkle. Many designers insist on lighting darker winter days with such brightness. Michael Kors, inspired by Studio 54, offers glittery party dresses. Balmain offers an 80s-inspired approach with sequins and vinyl-shine. Saint Laurent makes the 'glow in the dark' concept fashionable. Granted, most people would not consider glitter and sequins to be appropriate work attire. However, a little bit of sparkle can, and perhaps should, be incorporated into almost any outfit and occasion.

## .5. Inspired coats

This season we have Matrix-inspired leather coats, some with shearling lining (Balenciaga FW19 collection); some with a pop of colour. If the weather is dark and cloudy, challenge it! In his collection, Wes Gordon at Carolina Herrera makes a case for the hot pink coat. Some have worked with prints. Some with brightly coloured furs. Comfy and stylish, in cozy wool or stylish fur, a quality coat never goes out of style.

[cont.]

## .6. Shared values and feminine forms

The fashion world may still be partly wedged in between the 'athleisure' and 'utilitarian' looks, but we are moving into nostalgia-induced style. Here, we see an influence from the 1970s and 1980s. A subtle yet powerful style is making an appearance in the sea of bright colours and sharp edges.

Some designers, like Pierpaolo Piccoli, are putting what they call 'shared values' first.

Master of romantic style and influential Valentino designer

Piccoli recently said, "I want to create a community for Valentino. I mean something different from 'lifestyle', which is about owing objects. It's about people who share values."

The Valentino Fall 2019 Ready-to-Wear show featured a diverse cast of models including fashion icon Naomi Campbell, who closed the phenomenal show. Piccoli's Valentino style is all about soft silhouettes, feminine forms, tulle and feathers -suitable looks for more formal occasions. This resonates with the designs of Giambattista Valli (who announced his collection with H&M earlier this year at Cannes Film Festival).

## .7. Giant-wear

Departing from the skin-tight trend, we are now moving toward bigger things, literally. There are countless examples: Balenciaga's oversized silhouette. Fully-flared and layered skirts. Balloon sleeves. Strong, padded shoulders. Labels include Marc Jacobs, Saint Laurent and Tomo Koizumi (whose debut fashion show included Bella Hadid, Karen Elson and the knight of Westeros from the Game of Thrones, Gwendoline

Christie). For the brave: a flared, voluminous dress. In the same vein, but for the more demure: an oversized coat.

## .8. From hoods to Hats

Newsboy, Bucket, Bonnet, Fedora: a hat for every occasion. Hooded jackets are replaced by unhooded coats in autumn, but with a wide range of fashionable headwear. We see this among fashion brands such as Christian Dior, Balmain, Valentino and Chanel, along with major fashion outlets such as Zara and Mango. The range include brimmed fedoras, chic berets and Lanvin's Sou'wester.

## .10. Drenched in gold

Long gone are the days when gold was considered gawdy and only silver was acceptable. Now it's gold for all it's worth, and it is indeed worth a lot: a symbol of stability in a world forever on the brink of uncertainty, and in which the natural

environment seems vulnerable. Gold is also a sheer delightful form of 'escapism'. Jeremy Scott at Moschino has given it a spin by old-fashioned escapism. Ralph Lauren shows a chic and wearable approach seconded by Altuzarra and Celine. Brock Collection's feminine pieces translate the charm of classic times into the wardrobe of the modern female.

## .11. Suits

Suits have remained fashionable for a couple of seasons now, with some variation each season. This trend is predicted to continue into 2020. Although suits are strongly associated with workwear, different silhouettes and fabrics can be styled to 'suit' a range of occasions. An exciting and fashionable way to wear a suit right now is Spezzato style: a fancy-sounding Italian word for mixing and matching components from different suits. For example, one might wear a herringbone suit jacket with solid trousers.

## .12. The regal flavour

Red is a central colour of autumn, and there are many shades to choose from if bright red is not your go-to colour. Anyone can find a red they like and look good in; one that complements their skin tone and features. Regal red, wine red, cranberry red, red with a hint of blue, red with a hint of orange... the options are endless. Darker reds make the most sense for formal occasions: a merlot-coloured suit, or a velvet dress.

*Nathalie Sophia*



# MOODI

'Chill  
out,  
world  
gets  
better'

Fashion model in this  
editorial:  
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@melita\_maya

Photographer: Aristo Tacoma

MUA, hair styling:  
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Psiri, Athens

STUDIO P56, Athens,  
@studio.p56

Fashion label:  
H&M, @hm.



FW  
2019/  
2020  
MOODS



**MOOD2**

**'Be the  
It  
person'**

**X, Y,  
XX, XY,  
YY, XXX,  
XXY...**

**MOOD3**



**'I can't  
be too  
elegant  
for  
myself'**



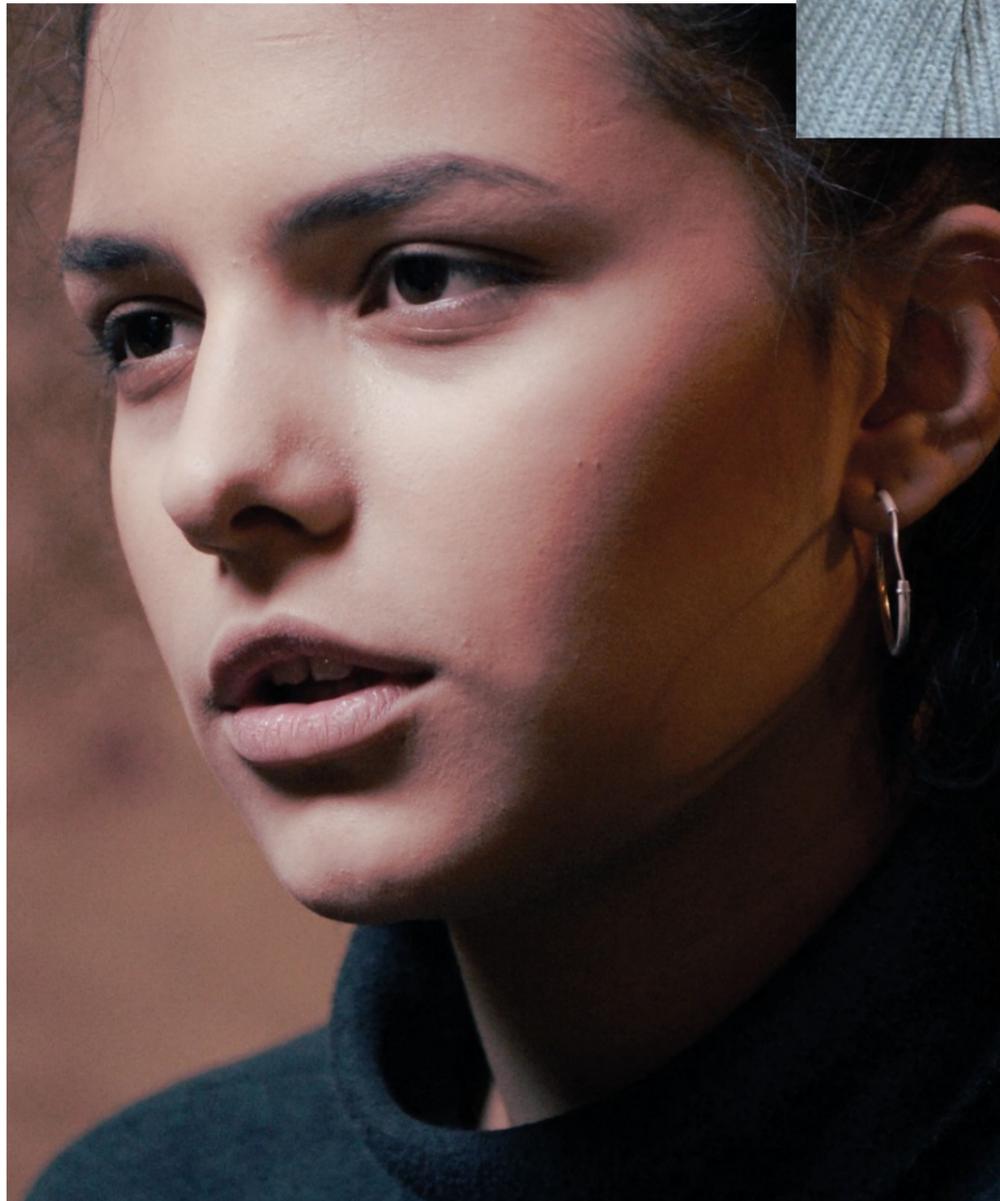
**MOOD4**

'I shape  
my name  
and step  
into my  
image'



## **MOODS**

'My skin  
is--  
dependin  
g on  
whether I  
like  
you--  
skin-  
tight  
armour  
plating'





**MOOD6**

**'The  
future  
is me.'**



**MOOD7**

'I can  
like  
fake,  
but  
body is  
real.'

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# A SYLPH IN OUR WORLD

**sylph** [noun]  
1. a slender,  
graceful  
young woman  
2. a  
mythical  
being  
of the  
element  
air

Fashion model:  
Natalie Rizou,  
@natalierizou



Nathalie Rizou styled and  
photographed by Aristo  
Tacoma, with stylist advice  
by Nathalie Sophia,  
@fashionjudgment

MUA, hair styling:  
Myrto Departez,  
@myrto\_departez

Locations:  
STUDIO P56, Athens,  
@studio.p56  
THE BREEDER GALLERY, Athens,  
@the\_breeder\_gallery,  
thebreedersystem.com

Fashion labels:  
Skirt by TATU BY SUELITA,  
@tatu\_by\_suelita,  
belt by MANGO, @mango,  
shoes by FOREVER21,  
@forever21,  
jacket etc H&M, &hm



















Glimpsed in the background behind the model on this page: "Recharging the Void" by Stelios Karamanolis, 2019. Installation view courtesy The Breeder, Athens





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# Is menswear the new exciting trend for women?

By Nathalie Sophia,  
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**Fashion has been dominated by women for centuries.** Over the course of history, men took on jobs and tasks that required a more practical approach to fashion. From armours to ceremonial clothes, fashionable menswear was reserved for those who could afford fancier everyday pieces; purples, burgundy and gold outerwear with puffed velvety ornamented sleeves. Men who could afford to be fashionable typically belonged to aristocracy or royalty. Clothing was not intended to be fashion-forward, but was a symbol of social status.

Only a handful of men in modern history truly embraced the adventurous spirit of fashion as people do today. One such

individual was **King**

**Louis XIV.** His

background as a ballet dancer allowed him more contact with art and a sensitivity towards beauty, which could be hidden in untouchable art pieces as much as functional art such as fashion. In the 1700s, high heels were worn by elite members of society to impart their social status. King Louis XIV was so interested in fashion that he introduced high heels with red heels and red soles to the French court. He restricted the wearing of such shoes to his circle of nobles. This practice later became highly fashionable among royalty across Europe.

It may have marked an important change in fashion history when **dandyism** first became popular in XVIII/XIX c. when men began to take a greater interest in their clothes. The idea was born in London where reintroducing and doing so on a much larger scale George Bryan "Beau" Brummell encapsulated into popularity a style characterised by men **dressed to the nines with their suits.** The garments were often enhanced by details including hats, scarfs/ties and walking sticks, among other accessories, which **elevated their style** to a whole new level.

**Dandyism lives on in Pitti Uomo, Florence,** where men sit around hoping to get photographed and acknowledged for their exceptional style. Some would say it looks comical, but it certainly makes for a great photo.

For a long time, national fashion weeks and runway shows were largely focused on womenswear—ironic as most of the designers were in fact men.

launching one. In recent years two major brands have made that decision: **Prabal Gurung**, Celine and most recently **Gabriela Hearst**, best known for spectacular bags.

## Hedi Slimane for Celine

would not be right without menswear, which is perhaps Slimane's biggest design strength. Another brand which recently launched a line for men is The Row.

[cont.]

We already had fashion shows for women in 1903, and perhaps even earlier

if we include Paris couture shows. The menswear equivalent had to wait until 2012. This highlights the disregard of menswear until the 2000s.

It seems that menswear is no longer just an afterthought, with its own fashion weeks and no shortage of amazing and talented designers taking part. Most relevant brands have a menswear collection to accompany their womenswear, or are seriously considering

The most popular garments which are 'borrowed' (let's be honest, much of the time we do not return them) are t-shirts, sweaters and jackets.

Until recent years women seemed satisfied with borrowing these items, but now they go to stores and purchase menswear as common practice. And why not? Who doesn't love a comfortable, oversized shirt to pair with leather pants and stand out next to more feminine pieces in the most beautiful way?

Some of the biggest fashion brands seem to gain much more attention and admiration from their menswear than womenswear.

The menswear industry is blooming, not only because men are becoming increasingly interested in dressing well, but also because of the rising interest of women. While a lot of womenswear is not an option for men due to size limitations,

many **women have no problem adapting menswear into their wardrobes.**

In fact, women often borrow clothes from men.

A quick look at **Louis Vuitton's past and present designers is a tell-tale of that tendency.** Kim

Jones for Dior and Virgil Abloh for Louis Vuitton are making waves in the fashion industry, leaving their colleagues, womenswear designers Maria Grazia Chiuri and Nicolas Ghesquire, in the metaphorical dust. Surely both brands are doing exceptionally well with their sales in both departments, but there is no ignoring the fact that it is mainly driven, even more so for women than men, by sale of accessories.

Perhaps it is time to change the approach, or maybe this is simply the new norm in fashion. Past lack of diversity in menswear makes for a much more exciting product than in the field of womenswear where we have perhaps grown used to drama and expectant of new and changing trends each season. Nowadays, trends are mainly focused on re-imagining the past and on innovation in marketing and textiles.

The true style novelties are in menswear, many of which circulate around the idea of applying aspects of womenswear into the once completely opposing gender.

While the rise of menswear is undeniable, it is also undeniable that women still look better in those clothes, whether they are meant for them or not.

*Nathalie Sophia*

iB

Fashion model in this editorial:  
magicmstyle-Marilena,  
@magicmstyle

Fashion photographer &  
MUA: Myrto Departez,  
@myrto\_departez and  
@myrto\_departez  
\_photography

Editorial text: Myrto  
Departez

Inspiration for gold  
pattern: a classic  
post by @olga\_fox

## HOW-TO

## Golden Make-up This Season:



**Gold is timeless. Like your go-to LBD,**

it can be relied upon to be on-trend and elegant, and can be styled to suit

almost **any occasion.**

Gold and black are particularly

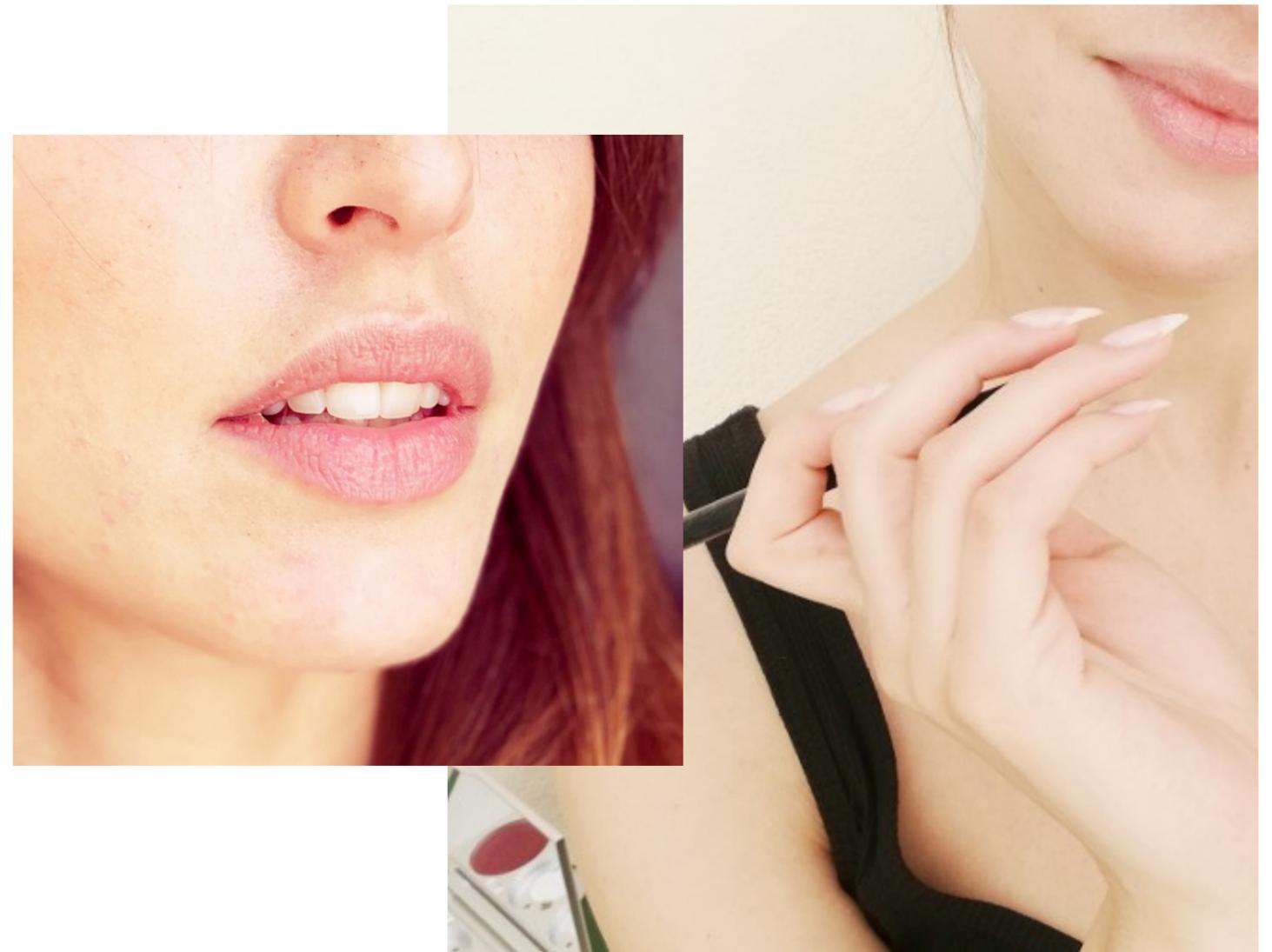
nylon shine. If you haven't already done it, expand your beauty horizons by adding some gold to your makeup bag. Gold could be described as 'the color of movement' because it is different from every angle. For the best results using gold makeup, give it time so you can experiment. Where it makes sense, apply gold generously.



**fashionable at the moment,**

alongside metallics and

**[1] As a start: a healthy, clean, fresh look.**



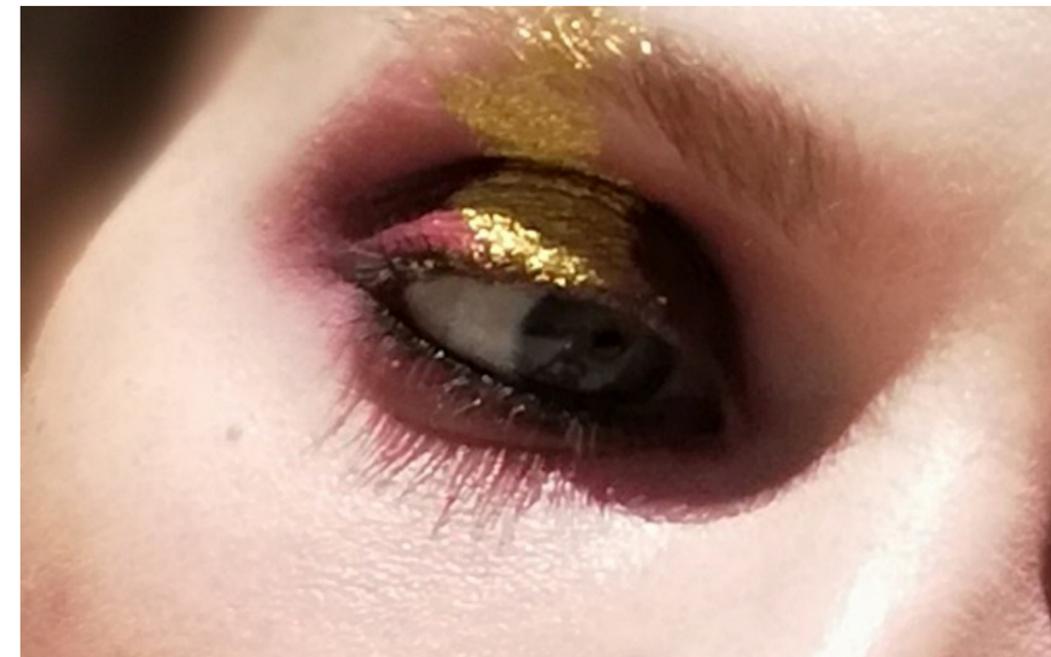


Flawless makeup starts with quality hydration to prepare the skin. Follow with well-blended foundation and use right brushes for the best results. To define and sculpt facial features such as cheek bones, use darker earth tones in the areas you would like to contour and then use soft golds and a fluffy brush to add highlights.

## [2] Create smoky eyes by adding color to your eyelids

(but use an eye-shadow primer beforehand).

Enhance your natural eye color by choosing the right contrasting eyeshadow. Fashionable colours this season include dark red or, if you're feeling adventurous, dark red stained with violet.





**[3] Blend  
powder  
gold  
pigment  
with  
water to  
make  
liquid  
gold  
magic.**

Imagine **sunlight  
dancing on  
ocean waves** on a  
clear summer's day. This  
gives the sense of the  
colour, shape and energy  
of this look. Apply this  
to eyelids and up.



[4) Apply just a little gold to your eyelashes and in the center of your eyebrows. Each time you blink, when light shines on you, you will **sparkle!**

iB

# Gold (and other exotic metals): fashion/politics/economy

## The world's hunger for gold has reached new heights: 6 reasons why

Text: Aristo Tacoma

Fashion is supposed to be ever-new, always on the move, ideally ahead, but close enough for people to follow. As a kind of forefront culture, it is, among other things, a visual comment on where youth seeks to go next, ie, when the implication of the news of today are absorbed.

You know you have seen next season's fashion trend when you see something that is 'odd, but it works'.

There are deeper currents in fashion that last longer than trends; let's call them 'gulf streams'. These change too, but are more persistent. Fashion reflects not only how the world is, but what the world clings to. One of the things it clings to— even more so in 2019 than in a long time—is the precious metal gold.

Add to that the numerous metals that you are no doubt using right now to read this—a desktop computer, a laptop or a handheld device—and you are getting one side of an equation that says that shiny metal is everywhere in fashion. They need not be gold or even actual metal; they can be a black metal, deep-orange silk, a mixture of many gleaming metallic or near-metallic colors, but the theme is clear.

Here are six great reasons **why gold and other metals are so attractive on the global fashion scene** right now:

### /1/ The greenback has competition.

Before, the dollar was the 'greenback': the universal currency, penetrating cultures and creating new ones, a sort of world-wide currency. Now it is a weapon used by the U.S. government to aid reelection in 2020. It is a weapon of trade, used to reign in powers who are not cooperating or that are growing too strong. Though in principle, those who print dollars are distinct from those in charge of the White House, the distinctions have been eroded by a plethora of tweets and misleading declarations from the elected power.

Politically speaking, gold is more neutral than dollars. A number of

countries are spending every penny earned on gold for the first time since the gold standard was left in the 1970s. Malaysia, Russia and China are hoarding gold. On the other end of the spectrum, other countries such as Germany seem to have little to no interest in jumping on the golden bandwagon.

### /2/ Electric cars and smartphones require a range of exotic metals

and chemicals to function, which are distributed unevenly among the world's powers. If this were an era of free global trade, freedom from trade wars and freedom from U.S.

presidents who call themselves 'tariff men', that wouldn't have mattered. Now, geology is, all of a sudden, all-important. Some nations, like China, can throttle the world's production of these things—at least until there is further innovation as to how these products are made. Some of the so-called 'rare earths' are mostly found in China, and lithium for the world's batteries are found only in a small number of countries.

The keyword here, as for gold, is "metal".

[3] For the first time since the 1960s and 70s, there are phases with political threat-talk involving atomic weapons on the planet. The inevitable scare that this leads to, at least on the subconscious level, has its expression in an increased attachment to anything that makes life seem more permanent and eternal. This results in a feverent interest both for vintage elements and for such a timeless symbol of the enduring as gold.

[cont.]

However, with the increasing momentum of activities that largely ignore environmental issues, from large-scale industrial commerce to war, many people feel a sense of anxiety about the future of the planet, adding to the existing anxiety about atomic weaponry and world war. This contributes to people's attachment to symbols of stability and permanence, such as gold and metals.

#### **/5/ When it comes to jewelry, gold may have a winning chance over diamonds**

in terms of symbolising the 'good life'. In the classic 1953 film *Gentlemen Prefer Blondes*, Marilyn Monroe famously described diamonds as "a girl's best friend". During World War II, one of the stealthiest ways to transport wealth involved uncut diamonds, which look just like pieces of glass. They could be glued on steel tobacco boxes or tins as if they were cheap ornaments and cross borders undetected. Their worth, sometimes surpassing millions of dollars, would be obvious to any big diamond vendor, and especially if

the owner was someone well-known. For instance, it is said that 20th century Norwegian clothes designer and artist Ferdinand Finne once met **Coco Chanel** at a wartime train station. During conversation with her, he expressed confusion at her choice of what seemed to be crushed glass as decoration, to which she replied, "Remember, young man, uncut diamonds are the best way to transport wealth".

However, high-grade industrial 'diamonds' are being manufactured so well that even experts can't easily distinguish them from the real thing. Gold is still beyond any such threat, so it could, in some ways, be considered a more lasting symbol of wealth. Until people develop the technology to collect the gold-filled asteroid from the belt of asteroids between Mars and Jupiter, gold will likely remain highly sort-after, with a current price tag of **several thousand dollars per 100g**.

Of course, diamonds are still expensive, and the industry is trying to maintain authenticity of natural diamonds using certificates of authenticity and by separating the natural diamond industry from the industrial diamond industry into two distinct classes (kind of

flying business or economy). However, it may just be a matter of time before the market is flooded by masses of artificial diamonds of such high quality that even experts cannot tell them apart. Such an event that might permanently reduce the prices of existing diamond fortunes.

We may also ask, how long before the price of gold is similarly challenged by space exploration? This is only likely to happen when humans have developed technology to make mining asteroids feasible, because only then would the quintillions of dollars worth of gold floating out there in space be accessible, so to speak.

Whatever we think of gold, space economy is likely to dominate fashion more and more in future decades. Morgan Stanley recently predicted that by 2040, space economy will be a trillion-dollar affair.

#### **/6/ Gold as symbol of a necessary breaking with plastic.**

Gold is not a solution to the plastic issue, but symbolises something other than careless large-scale industrial production of single-use plasticware. So while metals might not solve the problem of plastic material pollution, at least these hardwearing materials symbolise a point of difference; a more positive direction—even if only as a vague icon.

Nevertheless, fashion does have its paradoxes, for **paradoxes inspire art**. So, as plastic has become an increasingly negative issue for the environment, plastic clothes such as kinky dancewear and any use of plastic in fashion scenes have surged in popularity.

#### **/4/ Earth-**

**aware.** For the first time since the 1960s there is a growing sense that human impacts such as pollution are ruining the planet beyond repair, and that our personal livelihoods ought to reflect a greater responsibility for the world around us. For instance, there are many people who consider each day of not eating red meat to be a vote in support of the planet, because a vegetarian diet involves less consumption of planetary resources.

The logo consists of a lowercase 'i' and an uppercase 'B' in a blue, serif font. The 'i' is positioned to the left of the 'B', and they are vertically aligned.



Fashion model in this editorial: Ela Michaela, @ela\_michaela\_official

Photographed by Aristo Tacoma

MUA, hair styling: Miss IsabellaLia, @my.beauty.garden

Locations include: Amrit Indian Restaurant, Oranienstrasse, @amrit\_berlin



**This & the following editorial are photographed in Kreuzberg.**

# Beauty on the streets of Kreuzberg

Labels include: H&M, @hm ZARA, @zara GINA TRICOT, @ginatricot

When the Berlin Wall fell, Kreuzberg changed from an outpost to a bohemian creative centre with great diversity.







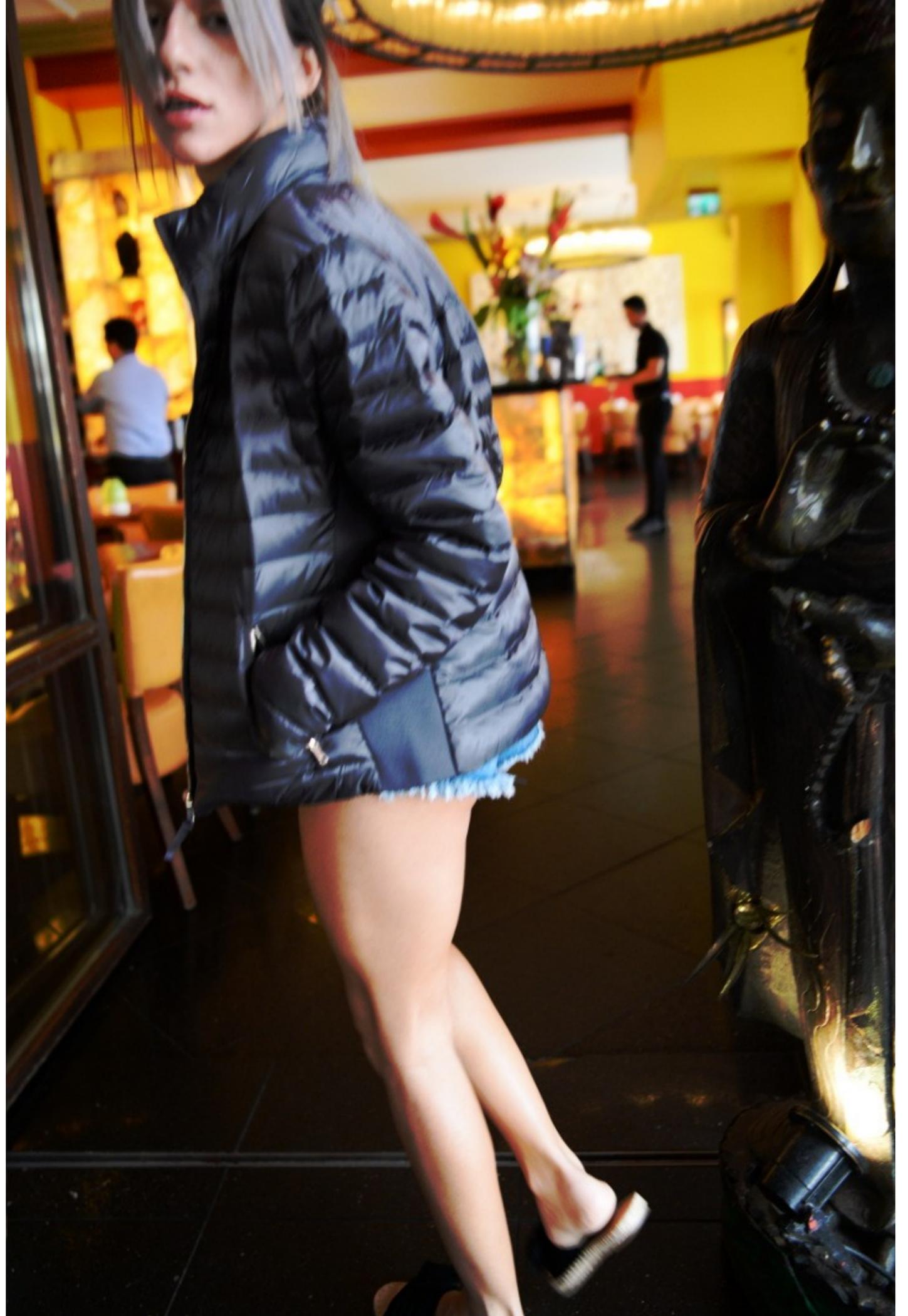


KRZBRG  
BERLIN  
EST: 1983

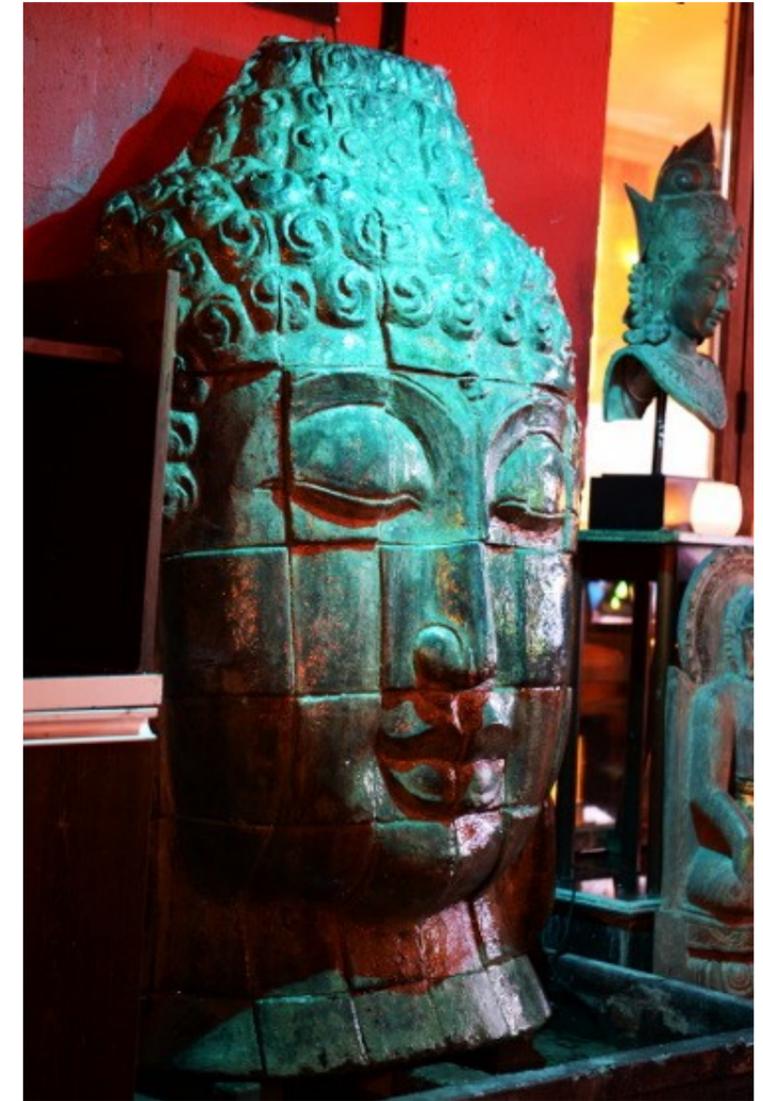


















Fashion model in this  
editorial: Iga  
Kokocinska,  
@igakokocinska

Photographed by Aristo  
Tacoma

MUA, hair styling: SU  
Hair & Make Up Artist,  
@suna.kecis

Locations  
Studio Ramboya,  
Wrangelstrasse,  
Kreuzberg, Berlin,  
@ramboystudio

# Graceful for the party

Labels include:  
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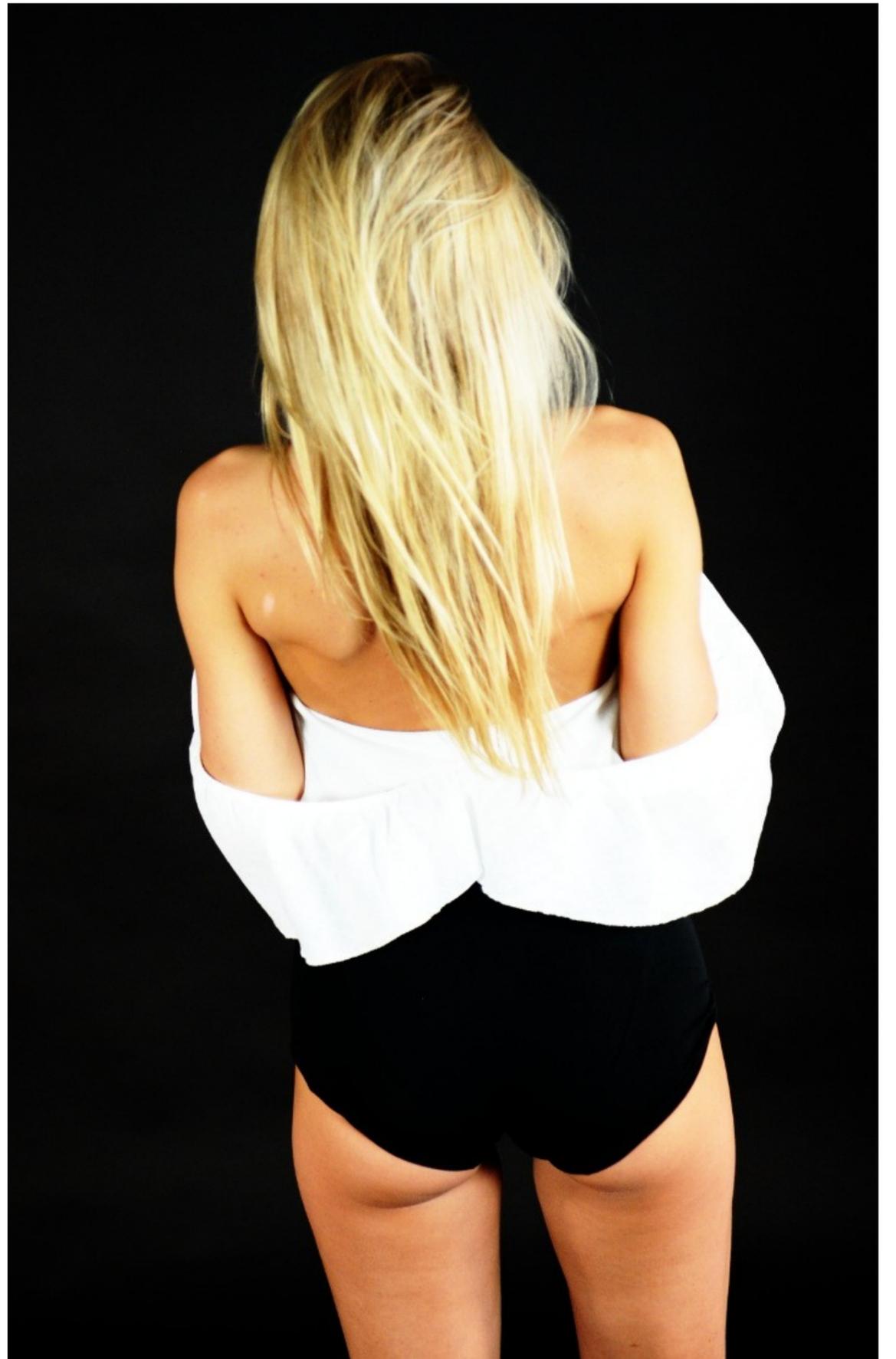
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# T.N.S. (True Nonsense Section)

Fiction incl. drawing  
by Aristo Tacoma

## Schlongo- Lingo for

## Qyeens & Pryncesses

Well-known language teaching application DuoLingo has some fresh competition. A group of European language-learners found inspiration in the phrases that DuoLingo uses to teach language. For example, from its in-app English course: I am coming!  
YOU are coming!  
HE/SHE/IT is coming!  
WE are ALL coming!  
This last sentence—though DuoLingo certainly means

it in the most family-friendly way—resonates with posters adorning causal rooms belonging to the new and fashionable polyamorous collectives.

An inspired European group used crowdfunding to raise money and eventually engaged programmers to make what is now sort of a cult phenomenon, the "Schlongolingo" app. Reviewers have described it as "DuoLingo in a parallel universe". The app, which thrives almost exclusively on actual Duolingo phrases but creatively reframed to fit an adult context, is

suitable, as they say, for those who "want to cum into a new language".

According to the SchlongoLingo team, research shows that the human brain is 80% devoted to sex and 20% devoted to trying to deny this fact. They argue that language courses should complement the way the mind works, and aim to call out and transcend associated flaws in existing teaching methods.

The modern German word 'schlong'—particularly useful in what can be called 'Kyng Size'

contexts—is one of the many words in the German language used to describe a particular part of the male anatomy, specifically one which requires an extra-large condom. The good people at SchlongoLingo made sure the app covers all variations in size and nationality without discrimination or preference.

As for the word "Kyng", let us be precise and say that, as for condoms, there's Kyng size in length and Kyng size in width and when we just say "Kyng", it can mean either/or, or possibly both/and. This trendsetting misspelling may have first appeared on an ad in the NYC metro, and has since led to a gender-equalising poster on the metros (to connect this T.N.S. column to a sliver of reality, this gender-equalising ad hadn't been approved yet by the board of directors of NYC Metro at the time of writing this). The proposed ad has been produced by an U.S. 'toys for women' maker. We can imagine how it frames the concept: "Adult toys for women: whether you're a Pryncess or a Qyeen there, ride with us!", possibly with a subtext like: "Vybrates better than the metro!"

I digress. Let us return to SchlongoLingo and have a peek at its lesson 5B on possessive pronouns.

As the fluent German-speaker knows, "Ich bin stolz auf.." translates to "I am proud of", and "er/sie/es" translates to "he/she/it".

So, for newcomers to German, SchlongoLingo suggests that this is an ideal pathway to the core of 'hot Deutsch':  
ICH bin stolz auf meinen Schlong!  
DU bist stolz auf deinen Schlong!  
ER/SIE/ES ist stolz auf seinen/ihren/seinen Schlong!  
WIR sind ALLE stolz auf unsere Schlonge!  
Any reader who is sensitive to gender nuances will notice the third line, which focusses exclusively on the female. From this phrase we can extract the following phrase: SIE ist stoltz auf ihren Schlong!

Without even trying, the SchlongoLingo app transcends ages of confusion regarding genders, and not only teaches language but also a bit of what the LGBTQIA community has been trying to communicate for years.



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